

Demographic Analysis

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Demographic Analysis

This chapter contains background information relating to demographic trends for the City of Eau Claire and its metropolitan area. It is intended to describe existing demographics for the City, identify major population trends that may impact decision making over the next few decades and assist in updating the City's Comprehensive Plan that was previously completed in 1993. Demographic characteristics discussed include: population and housing, race and ethnicity, age, household composition, income and employment.

Major Demographic Issues

these are the major demographic issues identified through the analysis of conditions. Issues are questions to be discussed, debated and resolved during the planning process in light of the issues noted in other chapters. The subsequent analysis of conditions has been prepared to help readers understand why these are issues and need to be considered.

1. **Income:** What, if anything, should the City do to raise the average income of Eau Claire residents? Is Eau Claire's average income really lower than the State's average or are income figures distorted due to the large population of University and Technical College students?
2. **Age Structure:** What should the City do to attract and retain more people in the 25 to 34 year-old age group? What is the primary reason for the significant population growth in the 45-54 year-old age group? Will Eau Claire experience an increase in the 65 year-old and older age group over the next decade?
3. **Regional Growth:** What should the City do to attempt to capture a portion of the projected growth in the region?
4. **Household Size:** How should the Land Use Plan accommodate for the trend of the increased multiple family housing and increased number of small households?
5. **Population Composition:** How can the City work towards integrating the increased minority population into the community?
6. **Low Income Households:** What should the City be doing to prevent concentrations of low-income households within developing portions of the City? What services and program are needed for existing low income areas of the City?
7. **Employment:** What should the City be doing to continue to encourage job growth within the community?

8. **Growth of the City:** How will the incorporation of the Village of Lake Hallie to the north effect Eau Claire's growth in other areas? Will the completion of the Highway 53 Freeway in 2006 result in a shift in housing construction to the east side of Eau Claire?

Demographic Trends

The following are trends identified in this analysis of the City of Eau Claire's demographics that should be discussed and considered in the preparation of the various elements of the City's Comprehensive Plan. Some of these items should be a consideration or will have an impact on decisions or alternatives that will be discussed during the development of the plan.

1. **Income and Wages.** Income and wages within Eau Claire have traditionally lagged behind other metropolitan areas of Wisconsin and the Twin Cities area. Although Eau Claire's household, family and per capita incomes increased during the 1990s, the income gap or differential between the City and State grew larger during this period.
2. **Low and Moderate Income Concentrations.** Low and moderate-income households (LMI) as defined by the Department of Housing and Urban Development (HUD) have typically been located in the older portions of the City. This was again the case in reviewing the 2000 Census information. However, several other enclaves of low-income households now exist in areas where concentrations of new low-income housing have been constructed.
3. **Minority Population.** The City of Eau Claire population is much more racially diverse than it was in 1980. The Hmong, African American and Hispanic populations in the City have all increased over this time frame. These groups tend to be concentrated in the same areas.
4. **Population Change.** The City's population will continue to increase at a rate slightly higher than the experienced during the 1990s; a growth rate of approximately 8.8 percent per decade is projected.
5. **Household Size.** The construction of housing units in recent years has shown a trend of a greater percentage of multiple-family dwelling units vs. single-family dwellings. Statistics indicate that many of these multiple-family units have a household size much lower than the City average, in fact; the majority of these new households within multiple-family projects appear to have just one person.
6. **Town Growth.** There will be a substantial single-family residential development within several of the towns in the vicinity of Eau Claire based on current land use regulations. This is projected to include the Towns of Pleasant Valley, Union and Washington and the Village of Lake Hallie.
7. **Age of Persons.** The City experienced several shifts in population age during the previous decade. Significant increases in the 45-54 year old age cohort occurred as well as minor increases in the 5-17 and 18-24 year old groupings. Population declines occurred in the age cohort of less than 5 years old and 25-34 year old groups.

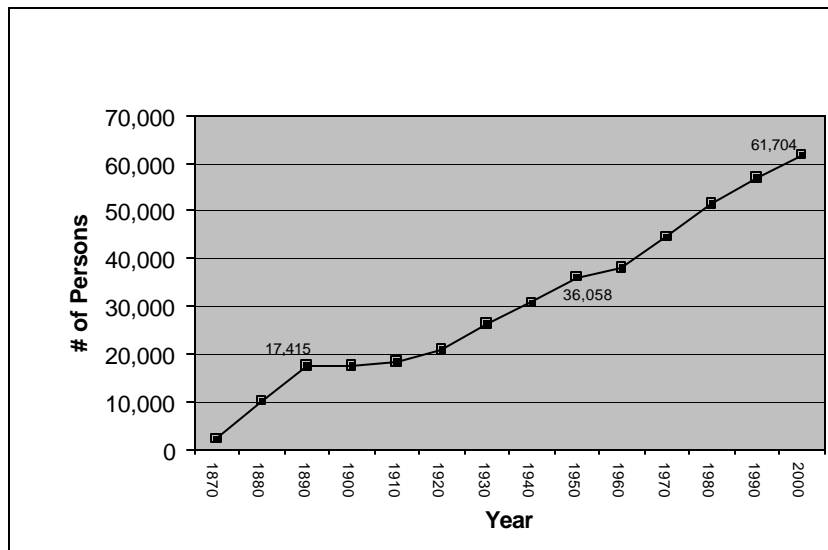
8. **Household Composition.** Shifts in the City's household composition occurred during the 1990s, including the decline in the percentage of family households. This corresponds with the increase in percentage of single-person households during this time frame. The mix of owner occupied and renter occupied households remained fairly constant between 1990 and 2000.
9. **Employment.** Over 23 percent more of the residents of the City were employed in 2000 than in 1990. Services and sales were the categories with the greatest increases.

Demographic Characteristics

Population

Eau Claire was incorporated in 1872, at which time the City had a population of 2,293. The lumber industry created a population boom in the years following as the City's population swelled to over 21,000 persons by 1885 and Eau Claire was Wisconsin's third largest city, twice the size of Madison. However, soon thereafter, lumbering began to decline with the depletion of the timber forests to the north, which led to mill consolidations and closings. Between 1885 and 1890, Eau Claire lost twenty percent of its population.

Figure 2-1
Change in Population, 1970 - 2000



Despite the loss of the lumber industry, Eau Claire was able to make a transition to a diversified manufacturing base by the early 1900s and saw steady population growth through the 1940s when its population reached 36,058 in 1950. The City's population has continued to grow during the late twentieth century, with a broad based economy

featuring regional retail and medical centers, education, service businesses and a diversified industrial base. The last two decades have seen population growth of approximately 10 percent as Eau Claire's population reached 61,704 in 2000.

The population of the City of Eau Claire and the Eau Claire Metropolitan Statistical Area (MSA), which includes Eau Claire and Chippewa Counties, has grown at a similar rate since 1990 as shown in Table 2-1. The City of Eau Claire's population increased by 4,848 persons (a rate of 8.5%) during the 1990s.

Table 2-1
Population Growth from 1990 to 2000

	1990	2000	Percent Change 1990-2000
Eau Claire MSA	137,543	148,337	7.8
City of Eau Claire	56,856	61,704	8.5

Source: 1990 and 2000 U.S. Census

Projections from the Wisconsin Department of Administration indicate that the City of Eau Claire and MSA will continue to grow and at slightly greater rates through 2010 and 2020. As illustrated in Table 2-2, the growth rate for the MSA is projected to be slightly higher than the City over this period. Based on these projections, Eau Claire's population will increase by approximately 11,367 persons over the next two decades.

Table 2-2
Projected Population Growth

	2000	2005	2010	2015	2020	2025	Percent Change 2000- 2010	Percent Change 2010- 2020
Eau Claire MSA	148,337	155,400	161,800	168,600	176,500	184,500	9	9
City of Eau Claire	61,704	64,600	67,100	70,000	73,000	76,000	9	9

Source: 2000 U.S. Census

State of Wisconsin-Department of Administration, City of Eau Claire

As the City of Eau Claire has steadily grown in population, surrounding towns have also experienced population growth. This growth is projected to continue through 2010. Table 2-3 illustrates population change between 1980 and 2000 for the towns surrounding and in the vicinity of Eau Claire. As indicated, the Towns of Pleasant Valley, Brunswick and Hallie have experienced substantial population growth over this period. The City of Altoona also experienced significant growth as well. Other surrounding towns experiencing growth include Washington and Seymour. The Town of Union experienced a decline in population, which is primarily attributable to several major annexations into the City of Eau Claire.

Table 2-3
Population Change 1980 to 2000

	1980	1990	2000	Change 1980-2000	% Change 1980-2000
City of Altoona	4,393	5,889	6,821	2,428	55.3
Town of Brunswick	1,411	1,506	1,614	203	14.4
Town of Clear Creek	798	692	693	-105	-13.2
Town of Drammen	725	767	768	43	5.9
Town/Village of Hallie	4,275	4,531	4,644	369	8.6
Town of Pleasant Valley	1,908	2,076	2,697	789	41.4
Town of Seymour	2,824	2,754	3,003	179	6.3
Town of Union	2,689	2,456	2,407	-282	-10.5
Town of Washington	6,489	6,269	6,980	491	7.6
Town of Wheaton	2,328	2,257	2,353	25	1.1

Source: U.S. Census

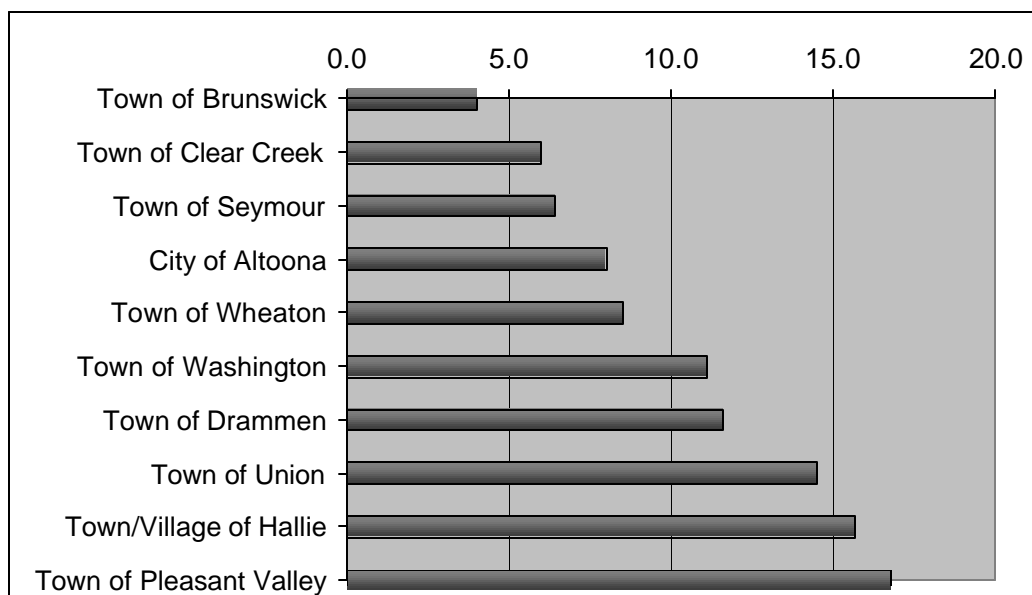
Department of Administration projections indicate several towns in the vicinity of Eau Claire will experience substantial population growth over the next 10 years. Table 2-4 and the accompanying graph illustrate the projected high growth rates for the Town of Pleasant Valley, Town/Village of Hallie, Town of Union and Town of Washington.

Table 2-4
Projected Population Change in Nearby Towns and Villages

	2000	2005	2010	Change 2000-2010	% Change 2000-2010
City of Altoona	6,821	7,056	7,367	546	8
Town of Brunswick	1,614	1,644	1,679	65	4
Town of Clear Creek	693	726	735	42	6
Town of Drammen	768	831	857	89	12
Town or Village of Hallie	4,644	4,976	5,372	728	16
Town of Pleasant Valley	2,697	2,925	3,149	452	17
Town of Seymour	3,003	3,095	3,196	193	6
Town of Union	2,407	2,582	2,756	349	14
Town of Washington	6,980	7,394	7,757	777	11
Town of Wheaton	2,353	2,429	2,554	201	8

Source: Wisconsin Department of Administration

Figure 2-2
Projected Population Change, Nearby Towns or Villages, 2000 - 2010



Source: Wisconsin Department of Administration

Forecast of Households

The number of households in Eau Claire has been forecast for five-year increments from 2000 to 2025 as shown by Table 2-5. This forecast is based on the forecast of population that was presented above.

The rate of growth of households exceeds that of population because it is assumed that the average household size will continue to decrease slightly, following the trend of the past twenty years.

Table 2-5
Projected Number of Households, 2000 to 2025, City of Eau Claire

	2000	2005	2010	2015	2020	2025	Average Annual Percent Change
City of Eau Claire	24,016	25,200-	26,500	27,800	29,000	30,400	1.06
Persons per Household	2.57	2.55	2.53	2.52	2.51	2.50	

Number of Housing Units

The City of Eau Claire has seen an increase of 3,015 housing units over the past decade as shown in Table 2-5, which is an increase of 13.8 percent during this period. The majority of these housing units were constructed on the south side of Eau Claire, south of Clairemont Avenue. The number of new housing units on the north and west sides was similar in number. However, the majority of those units constructed on the City's west side were built during the later part of the decade. The east side of the City has experienced little change in the number of housing units as this side of the City has very limited land remaining for new construction and as is bordered by Altoona to the east.

Table 2-6
Number of Housing Units, City of Eau Claire

Sector	1990	2000	Change 1990 to 2000
North	3,986	4,587	601
South	4,835	6,831	1,996
East	6,657	6,631	-26
West	6,402	6,846	444
TOTAL	21,880	24,895	3,015

Source: U.S. Census

Average Household Size: An analysis of the housing construction that has occurred in the 1990s indicates that the household size for these new units (particularly the multiple-family units) is substantially less than the citywide household size of 2.38 persons per household. Statistics indicate that the City had an increase of 3,015 dwelling units during the decade while during the same time frame, the City grew by a population of only 4,848 persons. Table 2-9 indicates that

the number of single-person households did increase dramatically during the 1990s by 21.9% from 5,869 households to 7,157 households.

Since the 2000 Census, the City has seen an increase of another 1,542 housing units during the past three construction seasons. The annual rate of construction since 2000 is higher than that experienced during the previous decade.

Forecasting the number of housing units that will be constructed in future years is also an important indicator when assessing needs for various services and facilities. When developing the housing unit projections for the City, population projections provided by the State of Wisconsin (listed in Table 2-2) were utilized as the basis for the calculations. However, rather than using the city-wide household size for this calculation, household sizes similar to those calculated for the new housing construction that occurred in the 1990s were utilized. These projections are set forth in Table 2-7.

Table 2-7
Projected Housing Units, City of Eau Claire

	2000	2005	2010	2015	2020	2025	Change 2000- 2020
Number of Housing Units	24,895	25,900	27,500	28,800	30,000	31,500	6,686

Source: City of Eau Claire

Racial and Ethnic Composition

From 1980 to 2000, the City of Eau Claire has undergone a substantial change in its racial composition. During this twenty-year period, the City's minority population has increased from 1.3 percent of the total population to 6.6 percent of the population.

Table 2-8
Population by Race, City of Eau Claire

	1980	1980 Percent of Total	1990	1990 Percent of Total	2000	2000 Percent of Total
White	50,820	98.7	54,042	95.1	57,657	93.4
African American	130	0.3	211	0.4	429	0.7
Native American	185	0.4	332	0.6	337	0.5
Asian or Pacific Islander	231	0.4	2,150	3.8	2,282	3.7
Other	143	0.3	121	0.2	209	0.3
Two or More Races	--	--	--	--	90-	1.3
TOTAL	51,509	100.0	56,856	100.0	61,704	100.0

Source: U.S. Census

Table 2-8 provides a breakdown of the change that has occurred during the previous twenty years. The most significant change occurred during the 1980s when a large number of Hmong moved to Eau Claire from their home countries of Laos, China and Thailand. Census statistics indicate that the Hmong population is now somewhat dispersed within the community, whereas they were concentrated in several locations in the City when they first moved to Eau Claire. However,

several smaller concentrations of Hmong still remain. These are in northern portion of the City to the east of the airport and within the North River Fronts and North Side Hill Neighborhoods located to the north and northeast of downtown. The 1990s saw a small increase in the Hmong population.

In addition, the population of other racial groups has increased since 1980. Although, the African American population represents a relatively small percentage of the City's overall population, the number of African Americans doubled during the 1990s.

Finally, the Hispanic population with Eau Claire doubled during the previous decade. The number of Hispanic persons increased from 264 persons in 1990 to 548 persons in 2000.

Age Distribution

Census statistics show that the largest concentration of persons by age are in the 18-22 year old age group, which comprises 22 percent of the City's population (see Table 2-9). This high percentage of the population is attributable to the presence of the University of Wisconsin – Eau Claire and the Chippewa Valley Technical College campuses within the City. The number of persons within this age grouping increased by 1,363 persons between 1990 and 2000. The next highest age cohort is the 5-17 year olds. Although the percentage of the total for this grouping remained constant between 1990 and 2000, there was an overall increase of 666 children within this category. The 45-54 year old cohort also saw a significant increase, comprising 7.4 percent of the population in 1990 in comparison to 12 percent of the population in 2000 (an increase of 3,173 persons). This indicates a significant migration of persons within this age category into the City during the 1990s.

Table 2-9
Population by Age, City of Eau Claire

Age Group	1990	Percent of 1990 Total	2000	% of 2000 Total	Percent Change 1990-2000
Under 5	3,975	7.0	3,574	5.8	-10.1
5-17	9,118	16.0	9,784	15.9	7.3
18-24	12,287	21.6	13,650	22.1	11.1
25-34	8,636	15.2	8,161	13.2	-5.5
35-44	7,612	13.4	7,916	12.8	4.0
45-54	4,229	7.4	7,402	12.0	75.0
55-64	3,758	6.6	3,849	6.2	2.4
65 and over	7,241	12.7	7,368	11.9	1.8
TOTAL	56,856	100.0	61,704	100.0	8.5

Source: U.S. Census

The median age for Eau Claire in 2000 was 29.4 years old, which compares with 34.7 years old for the Eau Claire MSA. Eau Claire's median age is lower than other similarly sized communities such as La Crosse, Oshkosh, Waukesha, Appleton, Janesville, Sheboygan and Wauwatosa.

Household and Family Composition

Table 2-10 provides a summary of information pertaining to household and family composition for the City for 1990 and 2000. As shown, the percentage of family households of the total declined by 4.3 percent during the decade. Family households are those where two or more persons living in a household are related. Correspondingly, the number of non-family households significantly increased during the 1990s and now represent over 43 percent of the City's households. In addition, one-person households have increased from 27.8 percent of the total households to 29.9 percent of the total in the last 10 years.

Table 2-10
Household and Family Composition, City of Eau Claire

	1990	Percent of 1990 Total	2000	Percent of 2000 Total
Household Type				
- family Hshd.	12,838	61	13,567	57
- non-family Hshd.	8,280	39	10,449	43
TOTAL	21,118	100	24,016	100
Family Households	12,838		13,567	
Married Couple Families	10,391		10,866	
- with children	5,029	39	5,017	37
- no children	5,362	42	5,849	43
Female Householder	1,995		2,014	
- with children	1,385	11	1,391	10
- no children	610	5	623	5
Male Householder	452		687	
- with children	234	2	414	3
- no children	218	2	273	2
Persons Per Household	2.49		2.38	
Persons Per Family	3.07		2.99	
Hshd's with one or more persons 65 years or more	5,022		4,826	
Persons Living in Group Quarters	5,839		6,182	
One-person House holds	5,869		7,157	
% Owner-occupied Housing	57.5		57.3	
% Renter-occupied Housing	42.5		42.7	

Source: U.S. Census

The composition of the family households within Eau Claire has also undergone some changes during the decade. The percentage of families with children has decreased from 51.8 percent of the families to 50.3 percent, however, families with children having a male as head of the household with no wife present nearly doubled during the 1990s. This family grouping made up

1.8 percent of the families in 1990, whereas, they comprised 3 percent of the total families in 2000.

It is also interesting to note that the number of elderly households declined during the decade even though the elderly population increased during the 1990s. This decline in elderly households may be attributable to the increase in elderly persons now living in group quarters, which would include nursing homes and other elderly care facilities.

Income

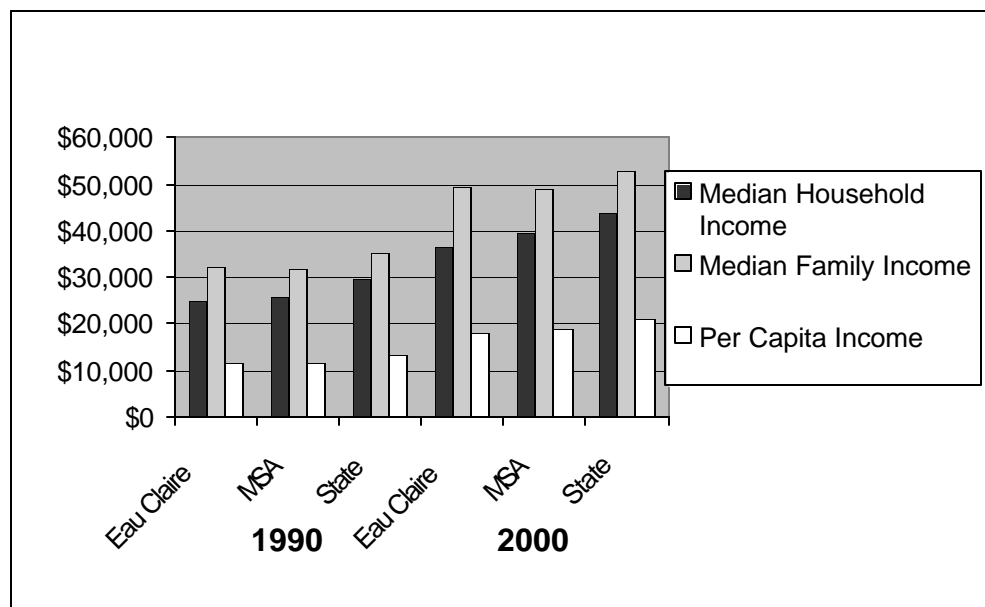
Income levels for the City of Eau Claire and surrounding areas have traditionally lagged behind income levels of the State of Wisconsin and the Minneapolis-St. Paul metropolitan area. Table 2-11 and accompanying graph provide this information for 1990 and 2000. In comparing the 1990 income figures to the 2000 figures, incomes have increased within the City and MSA. However, a comparison of these incomes indicate that the gap between the City and State actually grew during the decade.

Table 2-11
Income Comparisons

	1990			2000		
	Eau Claire	MSA	State	Eau Claire	MSA	State
Median Hshd. Income	\$24,735	\$25,876	\$29,442	\$36,399	\$39,372	\$43,791
Median Family Income	\$32,396	\$31,613	\$35,082	\$49,320	\$48,922	\$52,911
Per Capita Income	\$11,426	\$11,560	\$13,276	\$18,230	\$18,875	\$21,271

Source: U.S. Census

Figure 2-3
Median Household and Family Income , 1990 and 2000



Low and Moderate Income and Poverty

Although income levels within the City lag behind that of the State, poverty levels between the two are quite similar. Table 2-12 illustrates that the percentage of families that would be considered to have incomes below the poverty level is nearly identical to the poverty figures across the State. Therefore, Eau Claire does not appear to have higher concentrations of low income families in comparison to other communities in Wisconsin.

Table 2-12
Poverty

	Eau Claire	Wisconsin
% Families Below Poverty Level	5.50	5.60
% With Children Under 18 Years	8.50	8.80
% With Children Under 5 Years	13.80	12.20

Source: U.S. Census

The City of Eau Claire and the Department of Housing and Urban Development (HUD) identify areas within the City having concentrations of Low and Moderate Income (LMI) families in order to provide programs and services for these families. Traditionally, these LMI areas have been located in the older portions of the City extending out from downtown. Based on the census statistics, several LMI areas are also located on or near the periphery of the City within more recently developed multiple family housing projects. These additional lower income areas need to be recognized and considered as decisions are made concerning needed services from departments such as Parks and Recreation, Police, City/County Health, etc.

Employment

In 1990, 26,961 residents of the City (16 years and older) were employed. The number of employed City residents increased by 24 percent to 33,423 persons by 2000. The largest increase in employment came in the construction and service industries, with substantial growth also occurring in the professional and sales categories. The largest employment sector for both 1990 and 2000 was in the managerial and professional category that accounted for over 30 percent jobs. Table 2-13 illustrates these figures. These figures illustrate the growth in the retail and service sector industries that has occurred during the decade and the slower growth in the production and manufacturing sectors. It is anticipated that continued employment growth in the service and sales categories will continue.

Table 2-13
Employment, 1990 to 2000, City of Eau Claire

Category	1990	Percent of 1990 Total	2000	Percent of 2000 Total	Percent Change 1990 to 2000
Managerial, professional & related occupations	8,184	30.4	10,096	30.2	23.4
Service occupations	4,635	17.2	6,092	18.2	31.4
Sales & office occupations	8,204	30.4	9,994	29.9	21.8
Farming, fishing & forestry	216	0.8	110	0.4	-49.1
Construction, extraction & maintenance	1,148	4.3	2,207	6.6	92.2
Production, transportation & material moving	4,574	17.0	4,924	14.7	7.7
TOTAL	26,961	100.0	33,423	100.0	24.0

Source: U.S. Census

A comparison of employment between the City and MSA shows only minor differences between the two geographic areas (see Table 2-14). Eau Claire has a slightly higher percentage of persons employed in the professional, service and sales sectors. While the percentage of residents employed in the construction and production/transportation sectors is higher within the MSA.

Table 2-14
Year 2000 Employment Comparison

Category	City of Eau Claire Percent of Total	Percent of MSA Total
Managerial, professional & related occupations	30	30
Service occupations	18	16
Sales & office occupations	30	27
Farming, fishing & forestry	0.5	1
Construction, extraction & maintenance	7	9
Production, transportation & material moving	15	18
TOTAL	100.0	100.0

Source: U.S. Census